

BOTSWANA COLLEGE OF DISTANCE AND OPEN LEARNING

BACHELOR OF BUSINESS ADMINISTRATION

Research and Development

RD231

SESSIONAL EXAMINATION

Duration: 3 hours

Marks – 100

Instructions to candidates:

1. This examination consists of three sections: A, B and C.
2. Begin each answer to a new question on a new page.
3. Answer questions according to instructions given in each section.
4. Write answers in the booklet provided.
5. Write in grammatical English.

SECTION A MULTIPLE CHOICE QUESTIONS

[20 MARKS]

Answer ALL questions. Each question carries One (1) mark.

1. Which of the following is the first step in starting the research process?
 - A. Searching sources of information to locate problem.
 - B. Survey of related literature
 - C. Identification of problem
 - D. Searching for solutions to the problem

 2. The statement of purpose in a research study should _____.
 - A. Identify the design of the study
 - B. Identify the intent or objective of the study
 - C. Specify the type of people to be used in the study
 - D. Describe the study.

 3. Which of the following does **not** describes qualitative research?
 - A. The collection of non numerical data
 - B. An attempt to confirm the researcher's hypotheses
 - C. Research that is exploratory
 - D. Research that attempts to generate a new theory

 4. An advantage of conducting an interview online rather than face-to-face is that _____.
 - A. Informants have more time to give detailed, considered responses
 - B. It saves time and money as no travelling is involved
 - C. There is no need to transcribe the data
 - D. All of the above
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5. A researcher designs an experiment to test how variables interact to influence business success. In this case, the main purpose of the study was _____.
- A. Explanation
 - B. Description
 - C. Influence
 - D. Prediction
6. Closed ended questions are those that _____.
- A. Prevent respondents from allocating themselves to a category
 - B. Have a fixed range of possible answers
 - C. Encourage detailed, elaborate responses
 - D. Relate to the basic demographic characteristics of respondents
7. What level of measurement would be used if participants were asked to state their gender in a research study
- A. Interval
 - B. Ordinal
 - C. Nominal
 - D. Ratio
8. Which scientific method focuses on testing hypotheses developed from theories?
- A. Deductive method
 - B. Inductive method

C. Hypothesis method

D. Pattern method

9. Informed consent refers to _____.

A. Principle of autonomy

B. Voluntary but uninformed decision-making

C. A voluntary decision to participate in research, by a competent individual who has received and understood the necessary information

D. Permission to participate in research

10. When data is collected from a portion or subset of a population of interest, we are using _____.

A. A parameter

B. A sample

C. A population

D. A statistics

11. Which scientific method is a top-down or confirmatory approach?

A. Inductive method

B. Hypothesis method

C. Deductive method

D. Pattern method

12. Which of these is **not** a quantitative method of data collection?

A. Questionnaires

- B. Checklist
- C. Observations
- D. Unstructured Interviews

13. If each and every unit of population has equal chance of being included in the sample, it is known as _____.

- A. Restricted sampling
- B. Purposive sampling
- C. Simple random sampling
- D. Systematic sampling

14. Cronbach alpha is used to measure _____.

- A. Inter-observer consistency
- B. External validity
- C. Internal reliability
- D. Content validity

15. One of the preoccupations of quantitative researchers is with generalization, which is an indicator of _____.

- A. External validity
- B. Internal reliability
- C. External reliability
- D. Internal validity and reliability

16. The main aim of statistical inference is to _____.

- A. Reject the null hypothesis.
- B. Allow generalization from the sample to the population.

- C. Allow generalization from the population to the sample
- D. Allow the sample to be representative of the population from which it was drawn

17. An ordinal scale is _____.

- A. The simplest form of measurement
- B. A rank-order scale of measurement
- C. A scale with equal intervals between adjacent numbers
- D. A scale with an absolute zero point

18. Which term best describes the consistency of an assessment measure.

- A. Variance
- B. Validity
- C. Reliability
- D. Correlation

19. Literature review is important because _____.

- A. It is expected by the University.
- B. The tutor insists upon it.
- C. It shows that you are knowledgeable about the literature that relates to your research topic
- D. It looks authoritative

20. What is the purpose of the conclusion in a research report

- A. It just a summary what the article already said.

- B. It summarizes the key findings in relation to the research questions.
- C. It contains a useful review of the relevant literature.
- D. It outlines the methodological procedures that were employed.

SECTION B SHORT ANSWER QUESTIONS

[30 MARKS]

Answer ALL questions in this section.

1. Differentiate between the following terminologies as used in research.

- a) Data and Information **(5marks)**
- b) Basic research and applied research. **(5 marks)**
- c) Secondary data and Primary data **(5 marks)**
- d) Target population and Sample as used in business research **(5 marks)**
- e) Open ended and close ended questions **(5 marks)**

2. List four Qualitative Research Methods **(5 marks)**

SECTION C ESSAY TYPE QUESTIONS

[50 MARKS]

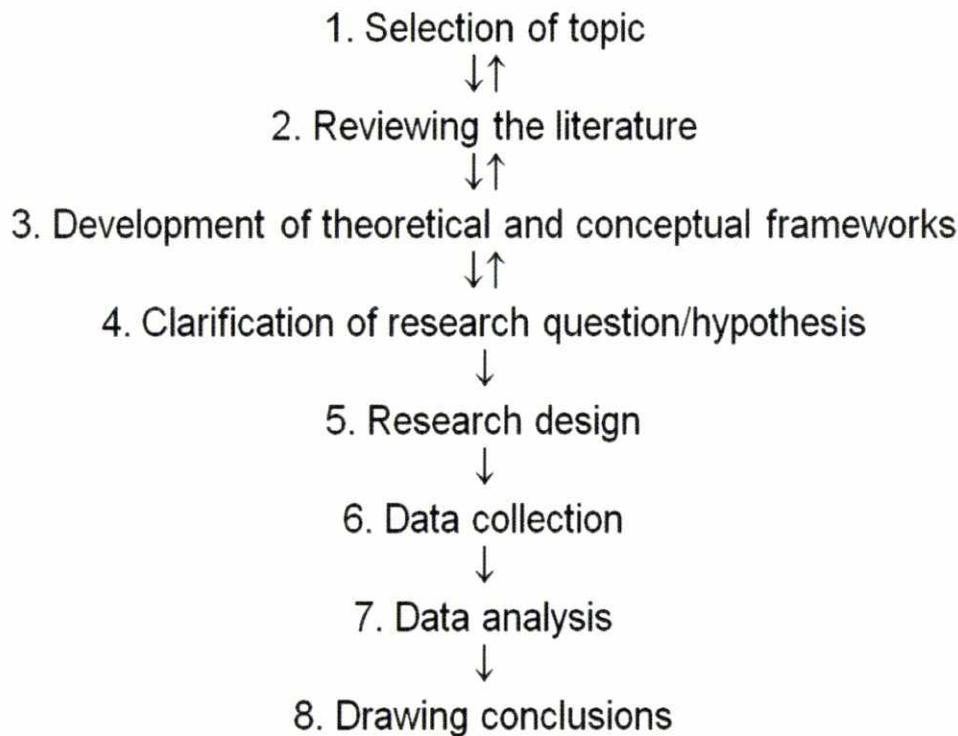
Answer any two questions in this section.

Question 1

(25 marks)

Discuss the six steps in Business research Methods process.

THE RESEARCH PROCESS



Question 2

(25 marks)

- a) State and briefly explain at least four factors you could consider while choosing a research topic or research problem? **(8 marks)**

b) Literature review is an integral part of the research process. Discuss. (17 marks)

Question 3 (25 marks)

Study the figure below of three students who are planning enquiries on Labour market in Botswana. Choose one of the students, A, B, C from the figure and write down the letter of that student.

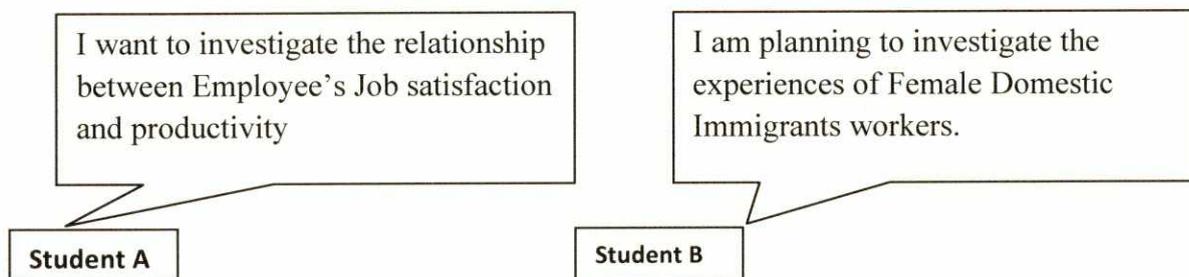
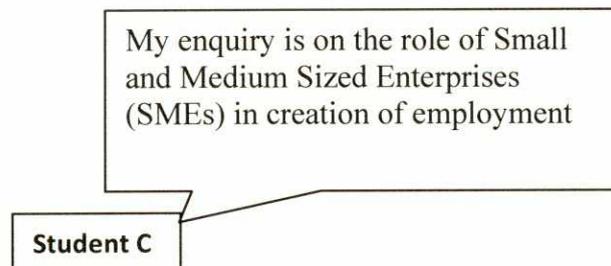


Figure 2



- Write an appropriate title for your study and list three reasons why you think it is appropriate (6marks)
- Write at three (3) research questions/hypothesis for your study (6 marks)
- What method would you use for your study and why? (4 marks)
- Discuss ethical issues that affect the research process in your study (9 marks)

END OF PAPER